



## The Entrepreneurship Cell Annual Report 2023-2024

### [Initiatives - The Entrepreneurship Cell \(theecell.in\)](http://theecell.in)

Convener: **Dr. Shivani Raheja**

Co-Conveners: **Dr. Gayatri Yadav and Ruchi Sharma**

President: **Yashvardhan Sharma**

Vice President: **Taneesha Srivastava**

**The Entrepreneurship Cell** strives to educate and infuse the culture of entrepreneurship in the minds of India. Its mission is to passionately encourage college students to convert their ideas into reality and to bring innovations to the existing world. Throughout 2023-24, the cell has conducted several events to promote the spirit of entrepreneurship among the students. This tenure started with **The Entrepreneurial Youth Conclave**- A panel discussion symposium where our panelists **Mr. Rishabh Ilwadi, Dr. Rajni Aggarwal, Mr. Jason Fernandez**, shared their insights on '*Innovations in Tech startups: AI, Blockchain and beyond*'. The cell conducted rounds of **The High Table, an intercollege boardroom simulation discussion** where teams solve corporate business situations in front of a panel of judges with teams participating from colleges like IIT Roorkee, IIT Delhi, Delhi College of Arts and Commerce, NSUT Delhi, and many more.

During **Global Entrepreneurship Week**, celebrated every year in November, E-Cell Aryabhata hosted two impactful events, fostering innovation and entrepreneurial spirit. Firstly, **The High Table** offered a unique *C-Suite boardroom simulation*, where students from **IIT Delhi, Shivaji college, Delhi College of Arts and Commerce** navigated the challenges of reviving Jet Airways, applying strategic decision-making and problem-solving skills. This immersive experience bridged the gap between theory and real-world leadership. Secondly, **Innothon**, a case study based competition that challenges participants to innovate their ideas while aligning them with Sustainable Development Goals (SDGs). These events provided a platform for networking, learning, and growth, embodying the essence of Global Entrepreneurship Week. E-Cell Aryabhata's initiatives inspired and empowered participants to transform ideas into tangible ventures, driving entrepreneurial excellence. In the month of November the cell also conducted a **Workspace Walk** to **Parle** factory at Bahadurgarh.

E-Cell held a **Social Entrepreneurs’ Summit** with the **Bhatt Foundation** to spread awareness and information about entrepreneurship opportunities in India and beyond. **Dr. Manoj Sinha** started the event by addressing the efforts and contribution by **Bhatt Foundation** towards the college and how much it meant to students of Aryabhata college. **Mr. Hitesh Bhatt** shared his experience about the US and told the students of his triumphs and how he led the foundation to where it is today. In the month of March, E-Cell Aryabhata launched its own podcast series, **Brew to Billions**, with its first episode, *MVP via MVP*, a second episode followed in the month of May, titled *Highs and Lows ft Business Calories*.

E-Cell held its annual, two-day flagship event **E-SUMMIT 2024** on **8<sup>th</sup> and 9<sup>th</sup> April, 2024**. The cell was honored to have many eminent personalities like **Mr. Deepak Vohra** (Indian Ambassador to Africa), **Mr. Dinesh Goyal** (Director at Barclays) followed by panel discussion: ‘Disruptive technology in the business landscape’ the panelists were **Mr. Mayank Arya** (CEO at Yes Madam), **Mr. Aditya Walia** (CEO of HindXR), **Dr. Nachiket Bhatia** (CEO at DBMCI), **Mr. Varun S Arora** (Co-Founder, Stockgro), **Ms. Sonika Bajpayee** (Assistant professor at BML Munjal University) amongst others we had speaker session of **Mr. Jitendar Girdhar** (Author of Think Epic) **Mr. Sanchit Batra** (Mentalist, TEDx Speaker). The event featured a Pan-India participation with a diverse range of competitions including Finnobiz, Entrepreneur in You, Marketera, Doomsday Derby, Strategic Symphony, and the virtual quizzes Entrigue and Branding Bonanza. The event was followed by the launch of the annual publication ‘**The Front Factor**’ in the presence of our Faculty Coordinators.

The cell also had several MOU’s with various college societies of **IIT Roorkee, NSUT, IIT Delhi, SRCC, LSR, etc.** An MOU with **Swan Livelihood** for **Project Kaala** was also signed. E-Cell partnered with **Swan Livelihood** to empower over 60 rural women micro-entrepreneurs through an online training program. Led by **Prof. Manoj Sinha** and **Ms. Meghna Joshi** with the convenor **Dr Monica Aggarwal** and coordinator **Dr Shivani Raheja**, the initiative focused on enhancing marketing skills and digital literacy, specifically targeting Gen Z consumers. Involving 26 college students, the project facilitated hands-on learning and mentorship, resulting in improved business strategies for the women and valuable social entrepreneurship experience for the students. The collaboration effectively bridged urban and rural economic gaps, fostering mutual growth.

DATE	EVENT DETAILS	TOPIC	SPEAKERS AND LINK TO EVENT REPORTS
7/09/2023	Entrepreneurial Youth Conclave (EYC)	Innovation in Tech Startups: AI, Blockchain, and Beyond	<p><b>Dr. Rajni Aggarwal</b> (President, Federation of Indian Women Entrepreneurs)</p> <p><b>Mr. Rishabh Ilwadi</b> (Co-founder &amp; CEO, Where U elevate)</p> <p><b>Mr. Jason Fernandes</b> (Co-founder &amp; investor, AdLunam Inc.)</p> <p><b>Ms. Priyanka Madnani</b> (Founder &amp; CEO, Easy to Pitch)</p> <p style="text-align: center;">Livestream link</p>

			<a href="https://www.youtube.com/live/Dd0j2lAncWY?feature=shared">https://www.youtube.com/live/Dd0j2lAncWY?feature=shared</a> Report <a href="https://aryabhattachcollege.ac.in/society/oupkxj45tzbqzk45yzpxy2vuEYC'23%20Report.pdf">https://aryabhattachcollege.ac.in/society/oupkxj45tzbqzk45yzpxy2vuEYC'23%20Report.pdf</a>
7/11/2023 TO 10/11/2023	Global Entrepreneurship Week (GEW)	Promoting and Fostering Entrepreneurs-hip	<b>Ms. Vani Dhaka</b> (Founder, Lantern Tribe) <b>Ms. Nandini Satija</b> (Founder, Samaritan Foundation) <b>Ms. Palakh Khanna</b> (Social Entrepreneur, TEDx Speaker, Mentor, Teacher and Environmentalist)  <a href="https://aryabhattachcollege.ac.in/society/oupkxj45tzbqzk45yzpxy2vuGEW'23%20Report.pdf">https://aryabhattachcollege.ac.in/society/oupkxj45tzbqzk45yzpxy2vuGEW'23%20Report.pdf</a>  Youtube LIVESTREAM Link - <a href="https://www.youtube.com/live/Ai0SHV2W6AY?feature=shared">https://www.youtube.com/live/Ai0SHV2W6AY?feature=shared</a>
23/11/2023	Workspace Walk	Parle Factory Tour	The Entrepreneurship Cell <a href="https://aryabhattachcollege.ac.in/NewAndEvent/1jmeijnzuarjdu45zne5fp55Industrial%20visit_Parle_23%20nov%202023%20(1)%20(1).pdf">https://aryabhattachcollege.ac.in/NewAndEvent/1jmeijnzuarjdu45zne5fp55Industrial%20visit_Parle_23%20nov%202023%20(1)%20(1).pdf</a>  <a href="https://www.instagram.com/p/C0MsomlSxIU/?igsh=MTJ6YzB1YzJ1Mmx5bQ==">https://www.instagram.com/p/C0MsomlSxIU/?igsh=MTJ6YzB1YzJ1Mmx5bQ==</a>
20/12/2023	Started Knowledge Reel	Promoting Innovation	The Entrepreneurship Cell  <a href="https://www.instagram.com/reel/C1FVfXySw5q/?igsh=MXJrajhhYXNseTByNQ==">https://www.instagram.com/reel/C1FVfXySw5q/?igsh=MXJrajhhYXNseTByNQ==</a>
16/01/2024	Social Entrepreneurs' Summit	Bhatt Foundation's Journey	The Entrepreneurship Cell  <a href="https://aryabhattachcollege.ac.in/society/oupkxj45tzbqzk45yzpxy2vuSocial%20Entrepreneurship%20Summit'24%20Report%20(E-Cell%20Aryabhattach).pdf">https://aryabhattachcollege.ac.in/society/oupkxj45tzbqzk45yzpxy2vuSocial%20Entrepreneurship%20Summit'24%20Report%20(E-Cell%20Aryabhattach).pdf</a>
06/03/2024	Brew to Billions Episode 1 (Official Podcast)	MVP-VIA-MVP	The Entrepreneurship Cell Youtube link <a href="https://youtu.be/lxjiBUtYK_w?feature=shared">https://youtu.be/lxjiBUtYK_w?feature=shared</a>  Spotify link <a href="https://open.spotify.com/episode/3hmX5v5j7KnYsfbPRMbJR9?si=C56G6cngQaKdzmxGgxqYw">https://open.spotify.com/episode/3hmX5v5j7KnYsfbPRMbJR9?si=C56G6cngQaKdzmxGgxqYw</a>
08/04/2024 TO 09/04/2024	E-SUMMIT'24	Annual Flagship Event	The Entrepreneurship Cell  <b>Speakers</b>

			<p><b>IFS Deepak Vohra</b> (Ambassador and special advisor in Africa and Ladakh)</p> <p><b>Mr. Dinesh Goyal</b> (Director at Barclays)</p> <p><b>Mr. Jitendar Girdhar</b> (Founder of Social cosmo, Author) Panelists</p> <p><b>Mr. Mayank Arya</b> (CEO and founder at Yes Madam)</p> <p><b>Mr. Aditya Walia</b> (CEO at HindXR)</p> <p><b>Dr. Nachiket Bhatia</b> (CEO at DBMCI)</p> <p><b>Mr. Varun S Arora</b> (Senior management at Stockgro)</p> <p><b>Ms. Sonika Bajpayee</b> (Assistant dean at BML Munjal University)</p> <p><a href="https://aryabhattachollege.ac.in/society/1jyaiffnaewknyqhubecafyE-Summit'24%20Report.pdf">https://aryabhattachollege.ac.in/society/1jyaiffnaewknyqh ubecafyE-Summit'24%20Report.pdf</a></p>
09/04/2024	Front Factor Volume 2 Launch	Annual Magazine Launch	<p>The Entrepreneurship Cell</p> <p><a href="https://aryabhattachollege.ac.in/society/oupkxj45tzbqzk45yzpxy2vuE-Cell-%20The%20Front%20Factor%20%20Vol%20%20(2023-2024)%20(1).pdf">https://aryabhattachollege.ac.in/society/oupkxj45tzbqzk45y zpxy2vuE-Cell- %20The%20Front%20Factor%20%20Vol%20%20(2023- 2024)%20(1).pdf</a></p>
May - June 2024	Project Collaboration	Entrepreneurship Cell Aryabhata and Swan Livelihood Collaboration	<p>The Entrepreneurship Cell and Swan Livelihood Collaboration</p> <p><a href="https://aryabhattachollege.ac.in/Report%20on%20Entrepreneurship%20Cell%20Aryabhata%20and%20Swan%20Livelihood%20Collaboration">Report on Entrepreneurship Cell Aryabhata and Swan Livelihood Collaboration (aryabhattachollege.ac.in)</a></p>
04/07/2024	Brew to Billions Episode 2 (Official Podcast)	Highs and Lows ft. Business Calories	<p>The Entrepreneurship Cell</p> <p>Youtube link <a href="https://youtu.be/AB-ajpqertU?feature=shared">https://youtu.be/AB-ajpqertU?feature=shared</a></p> <p>Spotify link <a href="https://open.spotify.com/episode/3hmX5v5j7KnYsfbPRMbJR9?si=C56G6cngQaKdzmxGgxqdYw">https://open.spotify.com/episode/3hmX5v5j7KnYsfbPRMb JR9?si=C56G6cngQaKdzmxGgxqdYw</a></p>
06/07/2024	Virtual High Table	An Intercollege Boardroom Simulation Discussion	<p>The Entrepreneurship Cell</p> <p><a href="https://www.youtube.com/live/7iCvEDwEbBI?feature=share">https://www.youtube.com/live/7iCvEDwEbBI?feature=sha red</a></p> <p>Participating Teams <b>IIT Roorkee</b> <b>NSUT Delhi</b></p>
23/07/2024	Instagram Post	Celebrity Startups and Investments	The Entrepreneurship Cell

			<a href="https://www.instagram.com/p/C9xiUkQygeH/?igsh=eDlrc2ppczBjem9t">https://www.instagram.com/p/C9xiUkQygeH/?igsh=eDlrc2ppczBjem9t</a>
27/07/2024	Instagram post	Marketing Taglines	The Entrepreneurship Cell <a href="https://www.instagram.com/p/C97wBZySYxe/?igsh=MW12NHhvamN6eDdsag==">https://www.instagram.com/p/C97wBZySYxe/?igsh=MW12NHhvamN6eDdsag==</a>
29/07/2024	Instagram post	ICC's Shocking Pick	The Entrepreneurship Cell <a href="https://www.instagram.com/p/C-A0UDHyZCR/?igsh=YTFpMnh1dXhrYjM1">https://www.instagram.com/p/C-A0UDHyZCR/?igsh=YTFpMnh1dXhrYjM1</a>
21/08/2024	Core Announcement	Core Announcement	The Entrepreneurship Cell <a href="http://aryabhattachollege.ac.in">E-Cell Core Announcement Event (aryabhattachollege.ac.in)</a>
09/09/2024	Ice-Breaker Session	Ice-Breaker Session	The Entrepreneurship Cell <a href="https://aryabhattachollege.ac.in/society/dgjur33z054r0srv1zlg2t45REPORT%20ICE-BREAKER%20SESSION%20ECELL%2024-25.pdf">https://aryabhattachollege.ac.in/society/dgjur33z054r0srv1zlg2t45REPORT%20ICE-BREAKER%20SESSION%20ECELL%2024-25.pdf</a>
12/09/2024	Speaker Session	Udyamita Protsahan Sammelan	<b>Prof. Ashwani Mahajan</b> (Economist and Rashtriya Seh Sanyojak of Swadeshi Jagran Manch)  <a href="http://aryabhattachollege.ac.in">SEMINAR REPORT (aryabhattachollege.ac.in)</a>
14/10/2024	Case Competition	Case Competition	The Entrepreneurship Cell <a href="https://docs.google.com/document/d/1_PHmT4i7260i7DCgQEeg0zXYbpKXngIIOSJ1uvNpdOE/edit?usp=sharing">https://docs.google.com/document/d/1_PHmT4i7260i7DCgQEeg0zXYbpKXngIIOSJ1uvNpdOE/edit?usp=sharing</a>

7 October, 2023  
11.00 a.m onwards  
Google Meet

CONNECTING DREAMS  
FORGING FUTURES





presents

# ENTREPRENEURIAL YOUTH CONCLAVE '23



Scan to Watch It LIVE!



 Tickets Booked



# Global Entrepreneurship Week

2023

*The O.G. event...*

7th to 10th  
November.












**E Cell**

9.30 AM Onwards.  
7th November

GLOBAL ENTREPRENEURSHIP WEEK 2023

# innothon

SHAPING TOMORROW




 @ecellaryabhatta

# THE HIGH TABLE

A Boardroom Simulation Discussion



Indian Institute of Technology, Delhi



Aryabhata College, University of Delhi



Delhi College of Arts and Commerce, University of Delhi



Shivaji College, University of Delhi

## PARTICIPATING COLLEGES



TUESDAY  
7 November, 2023



STAR FROM  
11:30am



SEMINAR ROOM  
Aryabhata College









**THE ENTREPRENEURSHIP CELL**  
ARYABHATTA COLLEGE, UNIVERSITY OF DELHI



PRESENTS

# SOCIAL ENTREPRENEURS' SUMMIT 2024



**MR. HITESH BHATT**

BHATT FOUNDATION INC, USA  
Founder & CTO



**MRS. KIM BHATT**

BHATT FOUNDATION INC, USA  
President

## GUEST OF HONOUR

CONFERENCE HALL  
ARYABHATTA COLLEGE  
DELHI UNIVERSITY

TUESDAY  
JANUARY 16TH, 2024  
11:30 AM ONWARDS

**PATRON**  
PROF. MANOJ SINHA (PRINCIPAL)



**CONVENOR**

DR. MONICA AGGARWAL

**FACULTY COORDINATOR**  
DR. SHIVANI RAHEJA

**FACULTY MEMBERS**

DR. RUCHI UPADHYAY  
MR. SANKET SHEKHAR





**E** Cell | THE ENTREPRENEURSHIP CELL, ARYABHATTA COLLEGE  
 PRESENTS  
**E-SUMMIT 2024**  
 DYSTOPIA TREMBLES, INNOVATION DETONATES







**8<sup>th</sup> & 9<sup>th</sup> APRIL**

**E** The Entrepreneurship Cell

**E-SUMMIT 2024**  
 PRESENTS

MARK YOUR CALENDERS  
 PRELIMS - 03RD APRIL  
 FINALS - 08TH APRIL

**DOOMSDAY DERBY**  
 Race Against The Apocalypse

PRIZES WORTH  
 ₹6000




 @ecellaryabhatta

For any queries, contact - Divyansh: 8826454106; Prantik Sarma: 7002628014

No

**E** The Entrepreneurship Cell

G20  
INDIA 2023  
HARIDWAR  
INDIA  
G20

# STRATEGIC SYMPHONY

SYNERGIZE, STRATEGISE, SUCCEED!

Prizes Worth ₹6000!

**DATES**  
PRELIMS: 1<sup>st</sup> APRIL 2024  
MAIN EVENT: 8<sup>th</sup> APRIL 2024

APRABHATTA COLLEGE 8-09 APRIL  
**E-SUMMIT 2024**  
— DYSTOPIA TREMBLES, INNOVATION DETONATES —

**CONTACT US**  
NIKHIL: 9810856946  
YASHIKA: 7976995897

**E** The Entrepreneurship Cell

G20  
INDIA 2023  
HARIDWAR  
INDIA  
G20

APRABHATTA COLLEGE 8-09 APRIL  
**E-SUMMIT 2024**  
— DYSTOPIA TREMBLES, INNOVATION DETONATES —

PRIZES WORTH  
Rs. 6000/-

the ultimate battle of marketing minds

# MARKET ERA

Round 1 - 1st April, 2024  
Round 2 - 6th April, 2024  
Final Round - 9th April, 2024

For any queries, Contact-  
Piyush +91 88103 42472 Gaurav +91 99533 66207

[f](#) [in](#) [@](#) @ecellaryabhata





**The Entrepreneurship Cell**

**E-SUMMIT 2024**  
— DYSTOPIA TREMMLES, INNOVATION RESONATES —

G20  
100  
100

# FINNOBIZ

## QUEST FOR THE BEST

Save the Date  
**09th April 2024**

**Prizes Worth ₹6000**

For any queries, contact-  
Sujanya: +91 79007 33216  
Bhavya: +91 95601 62251

@ecellaryabhatta



**The Entrepreneurship Cell**

G20  
100  
100

# ENTREPRENEUR

A BUSINESS PLAN  
COMPETITION **IN YOU**

PRELIMS - 31st MARCH  
FINALS - 9th APRIL

SAVE THE DATES

**E-SUMMIT 2024**  
— DYSTOPIA TREMMLES, INNOVATION RESONATES —

**PRIZES WORTH ₹10000**

For any queries, contact  
Arushi- 9509071037 Vansh- 8076596115

@ecellaryabhatta

**E** The Entrepreneurship Cell

AN INITIATIVE OF IITM  
**E-SUMMIT** 2024  
5-09 APRIL  
DISRUPTOR TRADITION. INNOVATION AFFIRMATION.





# Mafia Mayhem

Treasure Hunt Survival Saga

**FINALE: 5<sup>th</sup> APR 2024**

**PRIZES WORTH: ₹6000**

For any Queries, Contact- Tannu: +91 98122 21525 Shria: +91 80774 71269

@ecellaryabhata   



**E** The Entrepreneurship Cell

## Episode 02 **HIGHS & lows** ft. Business Calories

**SUCCESSFUL BUSINESS**



**FAILED PRODUCTS**

# THE FRONT FACTOR

inno-  
vation  
shaped by  
KPIs

ARYABHATTA COLLEGE, UNIVERSITY OF DELHI

APRIL 2024

**E** The  
Entrepreneurship  
Cell



